

Maryland Insurance Administration: Innovating to Address Health Inequities

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Celeste James

About Celeste James, Interim Vice President, Brand, Communications & Community Engagement

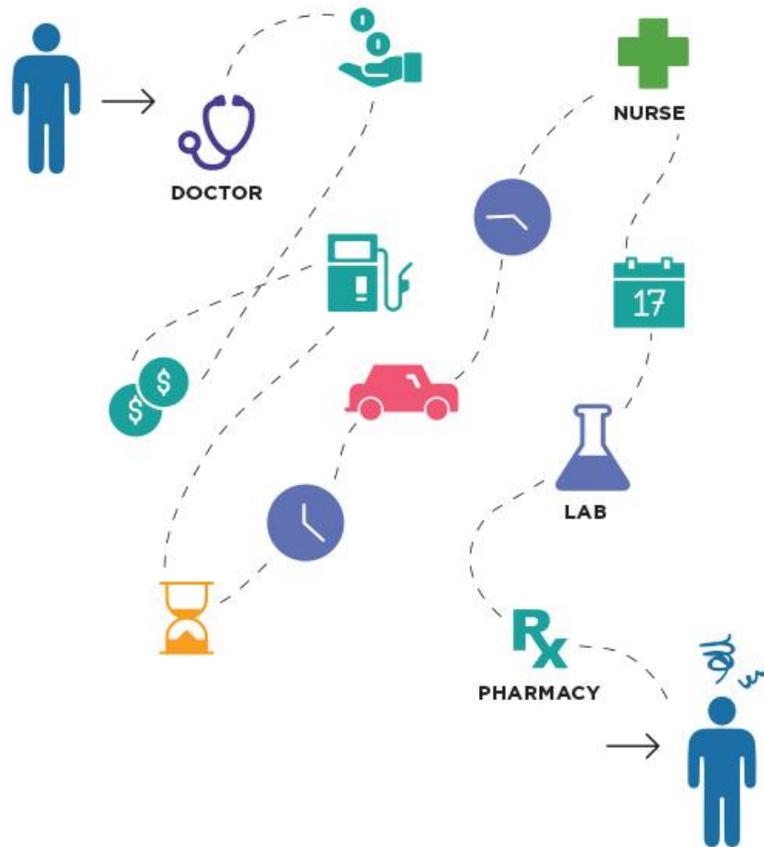
- Community Health
- Board/Civic Service
 - Washington Regional Association of Grantmakers
 - Maryland Community Health Resources Commission
 - Co-chair of Washington Regional Food Funders
 - Crittenton Services of Greater Washington
- Previous Roles:
 - Vice President of Communications, NPR



Kaiser Permanente: A Model of Care that Makes a Difference

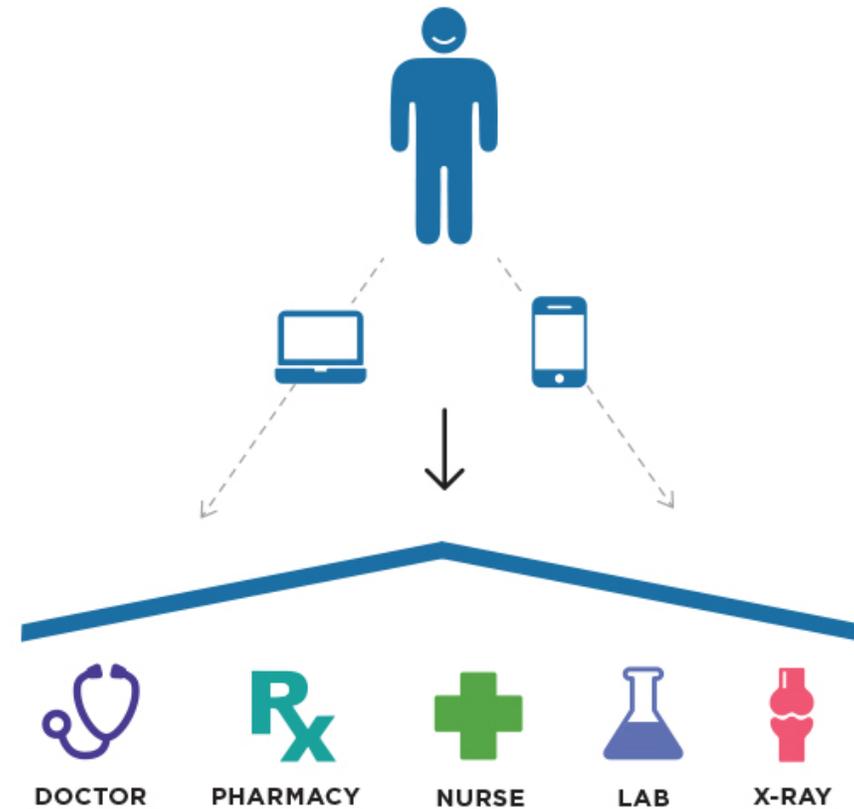
Our care delivery

TRADITIONAL HEALTH CARE



VS

KAISER PERMANENTE



1,600+
physicians

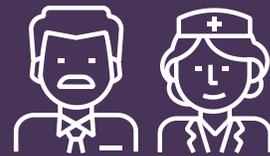
deliver high-quality care to
Kaiser Permanente members

780,000+
members

get care + coverage
from Kaiser Permanente



\$4.5 B
revenue



9,000+
employees

improving the health
of people + communities



34

Medical Centers and growing



12

Premier hospitals

We work to end racism and promote equity

In our communities, by improving access to capital, providing workforce development opportunities and educational opportunities for underserved populations.

From 2014 – 2019, Kaiser Permanente invested more than \$631 Million in Maryland to support community health.

\$14.3 million

in grants,
sponsorships, donations

**Over
\$114.5 million**

in Charitable
Health Care Programs

Partnered with more than

200

different nonprofits



Internal DEI efforts

We are building a highly inclusive, engaged, and psychologically safe workplace where everyone has an equal opportunity to reach their full potential and use their diverse perspectives and strengths to support our mission.

53%

CEOs direct reports were women

43%

women executive medical directors

67%

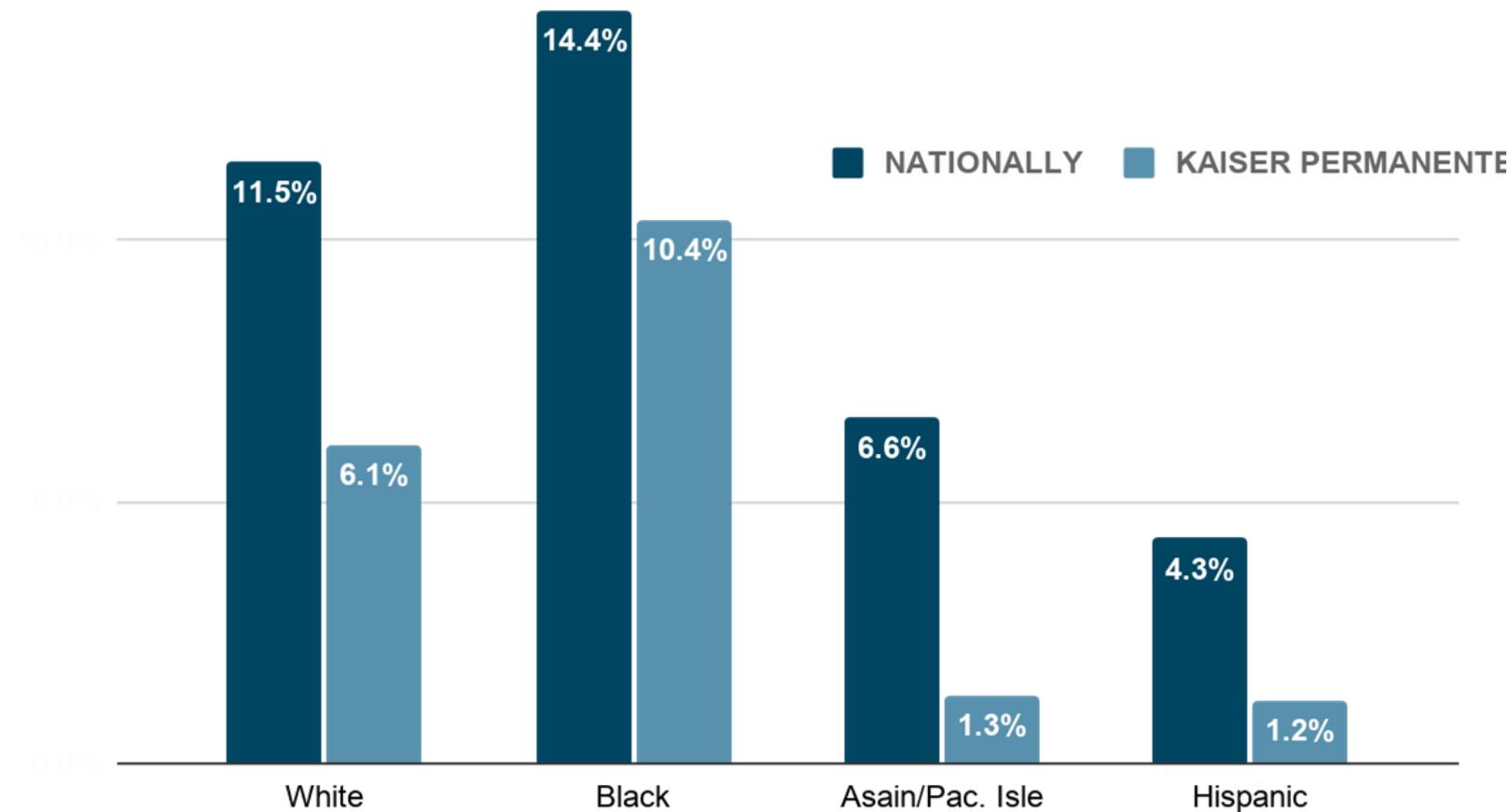
of total workforce identified as members of racial, ethnic, and cultural minorities

75%

of total workforce are women



Lower mortality rate across all races compared to national benchmarks for patients with high blood pressure

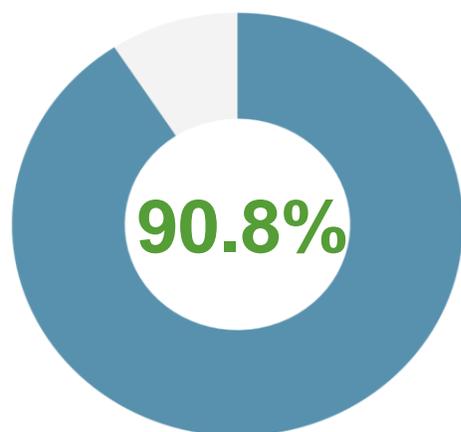


Crude Death Rates (per 100K)

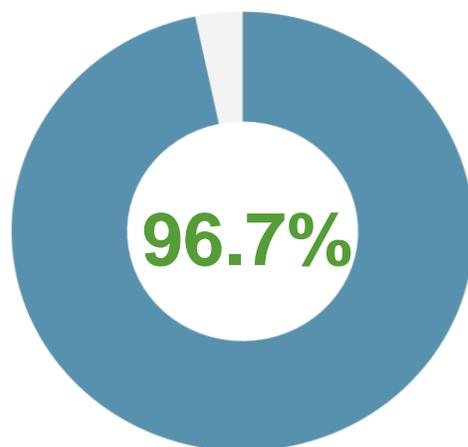
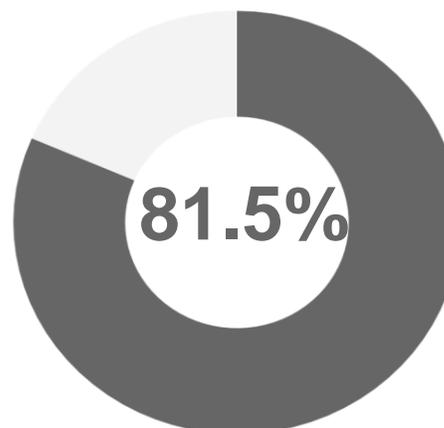
Breast cancer survival rates higher than national averages among both Black and White patients

KAISER PERMANENTE MID-ATLANTIC

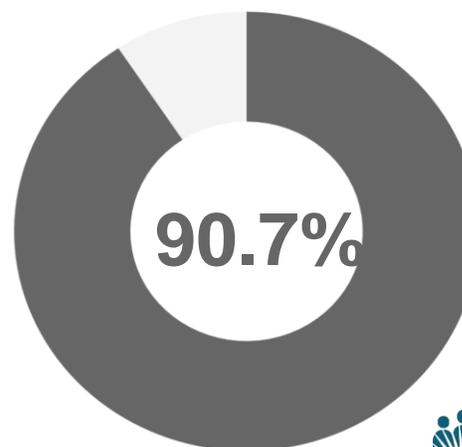
NATIONALLY



BLACK

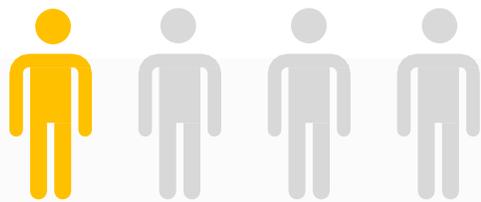


WHITE

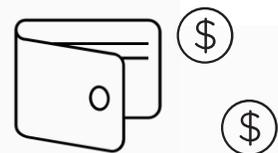


Kaiser Permanente Mid-Atlantic States patients have a higher overall survival rate (92%) compared to the SEER 18 database (89.9%). Cause specific survival rate is based on breast cancer being listed as the underlying cause of death, as per data collected from the National Death Index (NDI)

Addressing social needs can improve health outcomes



1 in 4 AMERICANS
have had an unmet social
need



21% prioritized food or
rent over health care



17% couldn't go to the
doctor/pick up medication



9% couldn't see a
doctor because of
unstable housing

Source: Kaiser Permanente Social Needs In America Survey, 2019

Mid-Atlantic Community Network

Facilitating Coordinated Social Services in our Communities



A partnership between Kaiser Permanente and Unite Us.

Connects health care and social services

Connects social service organizations across communities through a shared technology platform

Active in the District of Columbia, Suburban Maryland, and Greater Baltimore counties

Expanding to Northern Virginia in 2021

Mid-Atlantic Community Network

A person-centered, community-based system, where:

People are easily **connected to the *right* service, quickly and efficiently.**

Service providers can **view, coordinate, and collaborate** on their clients' care beyond the services they provide.

Outcomes data is tracked and leveraged to demonstrate impact, increase visibility of gaps in services, and improve access to services for all.



How it works

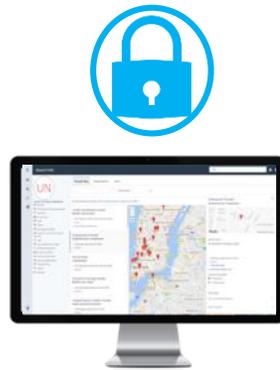
Food Need Identified



Client



Care Manager



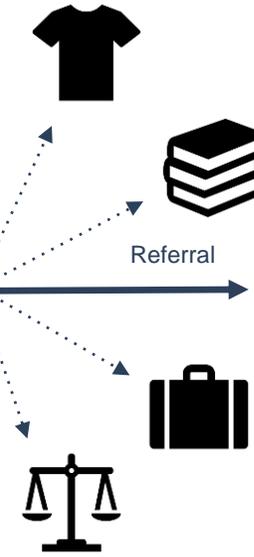
Referral



Additional Need Identified



Food Assistance Provider



Transportation Provider

Connecting community members to critical social services



280+ social service providers participating



660+ programs available



2,000+ referrals made through the network to connect clients to care